

Soft Drinks and School-Age Children

Gather the Facts

School administrators including the superintendent, principals, school business officials and school board members are probably the first audience you and your team will need to address when you seek to change beverage choices in your schools. To attract their interest and support, you will need to share information with them, listen to their issues and ideas, and then decide how to proceed. The more organized you are with your facts, the better equipped you are to make the case for healthier beverage choices in your schools. You may have answers to some of these questions at your finger tips, others may take a bit of digging. The school system's Child Nutrition Director or financial officer may prove helpful with revenue questions. Check with your school or central office for policy information. See if your school board has a website that includes policy and contract information. You may need to observe activities in your school(s) or talk to people in other school systems that have made changes.

Pouring Rights Contracts	
Does the school(s) have a "pouring rights" contract? If so, when did it start and what is the length of the contract?	
What are the financial incentives attached to the contract?	
How much revenue is generated from the "pouring rights" contract?	
How is the revenue generated from the "pouring rights" contract spent?	
Does the "pouring rights" contract allow for the provision of free product (beverages)? If so, how is the product used?	
Does the "pouring rights" contract include "truck load" sales? If so, who uses these sales as fundraisers?	
Does the "pouring rights" contract allow for special pricing by booster clubs at sporting events? Does this include healthier choices?	
To what extent does the "pouring rights" contract determine what beverages can be sold in the cafeteria?	
Soft Drink Vending Machine Revenue	
Where are soft drink machines located in your schools? Who operates the machines and who gets the revenue?	

Soft Drink Vending Machine Revenue (cont.)

How much revenue is generated from soft drink vending machines in your schools?

How is soft drink vending machine revenue used in your schools?

What other ways might there be to generate revenue?

Soft Drink Vending Machine Policies

What policies do your schools have about soft drink vending machines?

How and by whom are the policies about soft drink vending machines established?

Who enforces the policies and are they followed?

Who sets the prices for the soft drink vending machine items?

Alternative Beverages

Is it possible to get subsidies to support the sale of low-fat milk/juice/water?

What is the current price of alternative beverages and how do the margins on these compare with soft drinks?

How would milk, juice or water vending machines impact the school meals program?

Are there other schools in your system or area with milk vending machines? What are their sales data?

Who are the milk, juice or water vendors in your area and what products do they carry?

Soft Drinks in the School Cafeterias

What soft drinks are sold in the cafeteria as a la carte items?

In what size containers are the soft drinks in the cafeteria sold?

How are soft drinks in the cafeteria priced?

